POSTAGE

John Q. Sample 123 Main St New York, NY 10001







A flood can wash away everything you own.

Could you afford to replace it all?



John Q. Sample 123 Main St. New York, NY 10001

Dear John Q. Sample:

Imagine standing in the middle of your home, watching everything you own being destroyed by a flood. Not just your furnishings and valuables, but the actual structure of your house being devastated by water, as you stand helpless to stop the forces of nature. Then imagine trying to replace it all. Suddenly, flood insurance seems to make a lot of sense.

You can't rely on homeowners insurance.

Every home is at risk of some form of flooding. It doesn't take a lot of water to do a lot of damage. Worst of all, typically homeowners insurance covers none of it. Without the right flood insurance, the entire cost rests squarely on you:

Be fully covered.

There are two types of flood insurance: building and content. It's important that you have both. Building Property Insurance covers attached structural items such as floors, walls and anything that's built-in. Contents coverage protects your personal property: furniture, electronics, personal items- the things that make a house yours.

What do you have to lose? Plenty.

The list of items you see barely scratches the surface of the magnitude of loss you could incur from a flood. Walk around your home and take inventory of everything you own, from large, prominent, valuable possessions to the smaller, day-to-day, less obvious items (that would still have to be replaced).

Protect your home. Protect yourself.

To purchase flood insurance, contact your insurance agent or one of the two listed to the right. Otherwise, go to FloodSmart.gov/list now to learn more about flooding and flood insurance. To find other agents in your area, call 1-888-724-6796.

What took years to accumulate could be gone in a flash. Don't risk it. Get insured.

Sincerely,

David Maurstad

Director, FEMA Mitigation Division And Federal Insurance Administrator

P.S. There's a 30-day waiting period on new flood insurance policies. If you wait until a flood is about to hit, it will be too late. Now is the time to protect yourself.

Without flood insurance, you risk losing everything.

Call your insurance agent:

Jane A. Sample Insurance Agent A 123 New Street Newtown, NJ 54321 Call: (123) 456-7890

Joseph B. Sample Insurance Agent 5 321 New Street Newtown, NJ 54321 Call: (123) 555-0000

Call your insurance agent Or call 1-888-724-6796 Visit FloodSmart.gov/list





Back of letter.

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Radiator	out	☐ Floor Lamp	☐ Sewing Machine
Doors	ble Lines	☐ Glass Coffee Table	☐ Entertainment Center
Door Joists	chen Sink	□ Very Personal Computer	China Cabinet
Garbage Disposal □ Ba □ Hot Water Heater □ We □ Fuse Boxes □ To □ Circuit Breakers □ Ba □ Light Fixtures □ Bu □ Light Switches □ Wa □ Wall Plates □ Su □ Electrical Outlets □ Inst	chen Island	□ Computer Software	☐ Piano
Hot Water Heater	eplace	Computer Desk	☐ Power Tools
Fuse Boxes	seboards	☐ Ergonomic Office Chair	
Circuit Breakers	ather Stripping	Leather Briefcase	It's difficult to understand
Light Fixtures	lets	Paper Shredder	how much you own until it's listed out. Seeing all you could lose in a flood, is it worth the risk of not buying flood insurance?
☐ Light Switches ☐ Wall Plates ☐ Su ☐ Electrical Outlets ☐ Ins	th Tubs		
☐ Wall Plates ☐ Su ☐ Electrical Outlets ☐ Ins	ilt-in Shelves	Your Many Cordless Phones	
Electrical Outlets	II Sconces	☐ Trusty Laptop	
	mp Pump	☐ Coordinating Throw Pillows	Get insured.
	ulation	Funky Bar Stools	It's the smart move.
☐ Wiring ☐ Fir	e Sprinkler System	☐ Fancy Vacuum Cleaner	
☐ Telephone Outlets ☐ St	iirs	Collection of Favorite Shoes	Call your insurance agent
Satellite Dish	ench Doors	Colorful Area Rug	Or call 1-888-724-6796
☐ Hardwood Floors ☐ Ga	s Line	Perfectly Broken-In Recliner	Go to FloodSmart.gov/list
☐ Floor Joists ☐ Fu	el Tanks	☐ Living Room Sofa	
☐ Ceramic Tile ☐ Kir		☐ Cozy Love Seat	
☐ Cupboards	g Bed	Rocking Chair	🍪 FEMA 🕍